AGENDA

PUBLIC PARTICIPATION INFORMATION
Public information on this meeting is posted outside City Hall.

We welcome you to watch Council Meetings via live stream.
You will find this option on our website at www.ketchumidaho.org/meetings.

If you would like to comment on a public hearing agenda item, please select the best option for your participation:

1. Join us via Zoom (please mute your device until called upon).
   Join the Webinar: https://ketchumidaho-org.zoom.us/j/82390782882
   Webinar ID: 823 9078 2882

2. Address the Council in person at City Hall (masks are required in the Community Meeting Room and seating has been arranged per the required social distance of 6’).

3. Submit your comments in writing at participate@ketchumidaho.org (by noon the day of the meeting).

   This agenda is subject to revisions. All revisions will be underlined.

CALL TO ORDER: By Mayor Neil Bradshaw
ROLL CALL:
NEW BUSINESS:
  4. Joint Work Session – Community Housing
ADJOURNMENT:
Joint Work Session

- Ketchum Urban Renewal Agency (KURA)
- Ketchum City Council
- Ketchum Planning & Zoning Commission

Housing Matters Initiative: Update & Coordination Session

February 8, 2022 | 4pm
Joint Work Session Agenda

Welcome!
• Welcome and Brief Introductions
• Review Meeting Purpose

Update on Ketchum Housing Matters Initiatives
• Community Housing Action Plan + Task Force Meetings
• Countywide Conversation on Housing Partnership Framework

Coordinating Round Table
• Share updates on housing priorities at your organization
• Discussion around areas of alignment

Close + Next
• Next meeting?
• Final Feedback
**Purpose:** Coordinate efforts to better align for future housing in Ketchum

**Objectives:**

Bring together representatives from City of Ketchum, Planning & Zoning Commission and the Ketchum Urban Renewal Agency to:

- Share update on Ketchum Housing Matters Initiatives.
- Understand housing strategies and actions we are committed to.
- Identify how entities anticipate/prefer working together.
Building on prior work and existing plans

City Comp Plan
Ketchum Urban Renewal Plan
Community Housing Action Plan Stages

**CONTEXT**
November - January

**NEEDS & PREFERENCES**
- Survey
- Stakeholder Sessions
- Data Analysis

**BEST PRACTICES**
- Strategy/Policies
- Programs
- Projects

**OUTPUT:** Findings Summary

**ACTION PLAN**
- Vision/Goals
- Focus Areas
- Actions

**OUTPUT:** Housing Action Plan

**FUNDING OPTIONS**
- LOT & in-lieu
- Philanthropic
- Business
- Federal/state
- Tax credits

**OUTPUT:** Funding Scenarios

**STAKEHOLDER REVIEW**

**DEVELOP**
January - February

**STAKEHOLDER REVIEW**

**ACTION**
March +

**IMPLEMENT PLAN**
- Implement actions upon approval

**OUTPUT:** Policies, Programs, Projects

**L.O.T. ON BALLOT**
- Ballot language (March)
- Election (May)

**OUTPUT:** Funding for housing initiatives

**STAKEHOLDERS + IMPLEMENTATION PARTNERS**
- Task Force
- Ketchum City Council, Planning & Zoning Commission, Ketchum Urban Renewal Agency (KURA)
- Neighboring governments, Blaine County Housing Authority
- Community

You are critical to the Plan!

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**S.1**

**S.2**

**S.3**

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November - January

January - February

March +
I. Context Summary

Phase 1
• Needs data
• Surveys
Research Plan

Iterative Research Plan

**CONTEXT**

- (1) Community Survey and Outreach
- (2) Housing Trends (Data Analysis)
- (3) Housing Need Model Projections

**SOLUTIONS**

- (4) Comparable and Aspirational Community Profiles
- (5) Housing Toolkit Research
  - Best Practices and Tested Tactics
- (6) Housing Solutions Cost Analysis / *Pro Formas*
- (7) Buildable Land Analysis
Stakeholder Interviews

Interviewees
- More than 30 individuals
- Including, but not limited to:
  - Community advocates
  - Developers
  - Nonprofits
  - Community residents
  - Employers

Key Response Themes
- Housing Needs & Transparency
- Intentional Housing Framework
- Community "Fortitude"
Community Survey  (open Nov 15, 2021-Jan 3, 2022)

Survey Publicity
• Channels
  • Direct email contact
  • Earned media
  • Online media
  • Spanish translation
  • Paper distribution and flyers
  • Partner amplification
• Response Goal = 500
  • 1,117 total received

https://www.ketchumidaho.org/administration/project/housing-matters

Who Did We Hear From?
• All locations represented
• 95% of respondents live and work in the Wood River Valley
• Homeowners and renters represented in proportion
• Robust spectrum of income levels

Targeted outreach occurred to:
• Non-white populations
• Younger populations, particularly younger members of the workforce (18-24)
• Older populations (65+)
Who We Heard From…

Survey responses were collected from a diverse population representing:

- Residents of Ketchum (43%), Hailey (29%), Sun Valley (7%), Bellevue (7%), Carey (2%), unincorporated Blaine County (8%) and other locations.
- A regional workforce - Ketchum (52%), Hailey (25%), Sun Valley (4%) Bellevue (4%).
- Homeowners (63%), Renters (28%) and individuals with other housing situations (9%).
- 1% of respondents indicated they were currently experiencing homelessness.
- 8.5% of respondents identified as Hispanic or Latino.
- A range of household incomes from under $15,000 to over $1,000,000.
- Average household size of 2.5 individuals.
Housing Analysis

Method

- Standard data sources such as U.S. Census, American Community Survey (ACS), HUD
- Shared local data and reports
- Worked to synthesize, pare down and focus in

Purpose

- Center the key trends likely influencing Ketchum’s housing crisis.
- Cross-walk with anecdotal information, local knowledge and narratives.

Honoring local and historical data

- Visit Sun Valley
- Blaine County Housing Authority
- Sun Valley Realtors
- Previous City Needs Assessments
- Sun Valley Company
- Sun Valley Economic Development
- ARCH Community Housing Trust
EXECUTIVE SUMMARY

- Key trends in Ketchum
- Countywide trends
- Estimated demand by 2030
**Topline summary:** Ketchum has an increasingly challenging housing environment for local, year-round residents, especially those earning 120% or below of the area’s median income (AMI). The lack of supply is translating into Ketchum losing its local workforce and limiting housing opportunity for people at differing stages of life. The underlying fundamentals follow a consistent and worsening trend over at least the past two decades:

1. Long-term rentals have decreased in Ketchum,
2. Affordability for renting or owning has not improved,
3. Residential development (non-seasonal/non-luxury) has slowed,
4. Seasonal and short-term rentals have increased,
5. Housing costs (rent/own) have increased,
6. Land available for development is constrained,
7. Local residents are experiencing literal homelessness.

**“Pandemic Acceleration:”** The past 2 years have seen a severe acceleration of these trends, along with a substantial increase in year-round population (*exception: short-term rentals have seen some near-term declines year over year in the past two years*).

**Take-away:** Housing strategy and actions should focus on addressing each key trend.
Key Trends and Conclusions – Blaine County

**Topline summary:** A high-level scan indicates that Blaine County and the cities within it are all experiencing concerning trends and reaching a “housing tipping point.”

- Demand is increasingly outpacing supply.
- Household incomes and housing costs are not aligned.

Blaine County and its cities are experiencing trends and challenges like those experienced by Ketchum (*see summary of trends on previous slide*). The underlying fundamentals match Ketchum’s and follow a consistent trend over at least the past 10 years.

These challenges may currently be less pronounced for some communities, as there is some variation among municipalities within the County.

A fuller examination of countywide and municipal housing and population data, as well as sharing development cost and land analysis data may reveal important nuances and is an important step to inform a more effective and collaborative countywide housing strategy.
# Housing Model Projection – Ketchum 2030

<table>
<thead>
<tr>
<th></th>
<th>HISTORIC GROWTH (1% per year)</th>
<th>HIGH GROWTH (3% average)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Households</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in need of stabilization/at-risk</td>
<td>436</td>
<td>436</td>
</tr>
<tr>
<td>(includes cost burdened, people experiencing homelessness, substandard housing, overcrowding)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total New Households</strong></td>
<td>+224</td>
<td>+546</td>
</tr>
<tr>
<td>by 2030 (population growth)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Households</strong></td>
<td>660</td>
<td>982</td>
</tr>
<tr>
<td>Units by 2030</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Can include:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Convert existing units to affordable rents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• New construction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Rent assistance and stabilization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Units needed per year to keep pace with growth and address at-risk populations</td>
<td>66 units/year</td>
<td>98 units/year</td>
</tr>
</tbody>
</table>

### Ketchum Households by Industry Median Earnings, Full-time 2019

Median = the middle value. 50% of industry workers earn below and 50% earn above the median.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Median Earnings</th>
<th>AMI Percentile</th>
<th>Households</th>
<th>Workers as % of Households</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>100% AMI</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area Median Income</td>
<td>$60,491</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income to Afford Median Rent, 2019</td>
<td>$72,589</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Income to Afford Median Rent, 2021</td>
<td>$102,835</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>50% AMI</strong></td>
<td>$30,246</td>
<td>$15/hour</td>
<td>202</td>
<td>18%</td>
</tr>
<tr>
<td>Public Administration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreation &amp; Ent. Arts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accommodation &amp; Food Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative &amp; Support Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health Care &amp; Social Assistance</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>80% AMI</strong></td>
<td>$48,393</td>
<td>$24/hour</td>
<td>247</td>
<td>22%</td>
</tr>
<tr>
<td>Educational Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Estate &amp; Rental &amp; Leasing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>120% AMI</strong></td>
<td>$72,589</td>
<td>$36/hour</td>
<td>207</td>
<td>19%</td>
</tr>
<tr>
<td>Professional &amp; Scientific Technical Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>170% AMI</strong></td>
<td>$102,835</td>
<td>$52/hour</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 for Ketchum Idaho. Industry by median earnings in the past 12 months for full-time, year-round civilian employed population.
Ketchum projected demand by AMI (below 120%)

- <50% AMI: 243
- 50% to 80% AMI: 264
- 80% to 120% AMI: 228

The chart shows demand projected with high growth and with historical growth.
# Initial Housing Model Projection – Blaine County 2030

<table>
<thead>
<tr>
<th>Current Households in need of stabilization/at-risk</th>
<th>HISTORIC GROWTH (1% per year)</th>
<th>HIGH GROWTH (3% average)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Includes:</strong></td>
<td>3,041</td>
<td>3,041</td>
</tr>
<tr>
<td>• cost burdened households</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• people experiencing homelessness</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• people living in substandard housing,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• households with overcrowding</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total <strong>New Households</strong> by 2030 (population growth)</th>
<th>HISTORIC GROWTH</th>
<th>HIGH GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1,675</td>
<td>3,320</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total <strong>Households</strong> Units by 2030</th>
<th>HISTORIC GROWTH</th>
<th>HIGH GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Units can include:</td>
<td>4,717</td>
<td>6,361</td>
</tr>
<tr>
<td>• Convert existing units to affordable rents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• New construction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Rent assistance and stabilization</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Units needed per year to keep pace with growth and address at-risk populations:
- **471 units/year** (Historic Growth)
- **636 units/year** (High Growth)

Affording housing is increasingly challenging.

Ketchum

Cost burdened households = about 40%

Since 2010, the # of lower-earning households of $75,000 or less, annually jumped from 57% to 60%

$800-$1,800 = affordable range of housing costs for households 120% AMI and below.

Average Household Size for renters increased from 1.74 to 2.92 between 2010-2019.

Blaine County

Cost burdened households = about 33%

Since 2010, the # of lower-earning households of $75,000 or less, annually jumped from 60% to 63%

$700-$1,700 = affordable range of housing costs for households 120% AMI and below.

Average Household Size for renters increased from 2.31 to 3.01 between 2010-2019.

(cost burdened = paying more than 30% of household income for housing costs – this is consistent over the past decade and is true for both homeowners and renters)

Source: U.S. Census and HUD Data Exchange
I. Context Summary

Questions?
Feedback?
Community Housing Action Plan Stages

**CONTEXT**
November - January

**NEEDS & PREFERENCES**
- Survey
- Stakeholder Sessions
- Data Analysis

**BEST PRACTICES**
- Strategy/Policies
- Programs
- Projects

**OUTPUT:**
Findings Summary

**OUTPUT:**
Housing Toolkit

**DEVELOP**
January - February

**ACTION PLAN**
- Vision/Goals
- Focus Areas
- Actions

**FUNDING OPTIONS**
- LOT & in-lieu
- Philanthropic
- Business
- Federal/state
- Tax credits

**OUTPUT:**
Housing Action Plan

**OUTPUT:**
Funding Scenarios

**STAKEHOLDER REVIEW**

**IMPLEMENT PLAN**
March +

**IMPLEMENT PLAN**
- Implement actions upon approval

**OUTPUT:**
Policies, Programs, Projects

**OUTPUT:**
Funding for housing initiatives

**L.O.T. ON BALLOT**
- Ballot language (March)
- Election (May)

**STAKEHOLDERS + IMPLEMENTATION PARTNERS**
- Task Force
- Ketchum City Council, Planning & Zoning Commission, Ketchum Urban Renewal Agency (KURA)
- Neighboring governments, Blaine County Housing Authority
- Community

You are critical to the Plan!
2. Action Plan Development

Step 2:
• Vision and Goals
• Task Force Input
• Other Outreach
Draft Action Framework

**Vision:** Increase access, create, and preserve enough homes for residents at varying income levels and life stages to maintain a thriving local community.

**Principles:** Support a collaborative, coordinated strategy to:

- Ensure every person has a safe, healthy home.
- Ensure housing is affordable to our local workforce.
- Sustain an inclusive, year-round community.
Draft Action Framework

Housing Solutions
Create, preserve, and increase access to affordable housing.

1. **MOST VULNERABLE:** Immediately house people experiencing homelessness and stabilize at-risk renters.

2. **WORKFORCE:** Increase access to, create and preserve housing that is affordable for our local workforce (0-120% AMI).

3. **LOCALS + VISITORS:** Create and maintain a healthy balance of visitor lodging and community housing.

Community Capacity
Increase responsiveness and effectiveness of the housing systems.

4. **FUND:** Increase resources to support housing efforts.

5. **COLLABORATE:** Mature housing partnerships and streamline knowledge sharing.

6. **COMMUNICATE:** Open, ongoing dialogue as a community.

7. **SUPPLY:** Build a regulatory and policy environment for community housing development and compliance.
Housing Toolkit – “Big List”

This is a key research resource (“encyclopedia of possibilities”) we will continue to refine and pull from for the Housing Action Plan.

see updates live
Many Communities Using Housing Bridges

3,290 Homes Needed by 2026

Achievable Local Housing Bridge
Funding + Types of Housing at Various Income Levels

Moderate to Middle Incomes

Very Limited State & Federal Funds

Moderate Income

$71,075

Low Income

$66,909

Very Low Income

$42,645

Extremely Low Income

$21,298

Upper Income

$136,610

First Time Home Buyers

Entry Level Subsidized Housing

Step-Up Market

High End Market

Emergency Shelter/Transitional

Affordable/Subsidized Rentals

Market Rentals

Entry Level

100% AMI

120% AMI

150% AMI

180% AMI

First Time Homes

Subsidized

Entry Level

High End

Step-Up

Emergency

Affordable

Entry

Market

Subsidized

Housing

Units

5800

Units Needed by 2026

*Source: https://www.housingaction.org/resources/housing-in-the-fed-states-brief/

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KETCHUM HOUSING ACTION PLAN BRIDGE

Sticky note: Task Force Input from last week!
Wins & Accomplishments in 4.5 Months!

✓ Local Coordination for Housing Launched: Task Force Meetings (2)

✓ Understand Our Needs: General alignment on 2022 Housing Needs Data

✓ Researched Our Options: Development of Mountain Town Housing Toolbox

✓ Funding for Housing in Progress: Ballot language moving forward to expand LOT to include housing

✓ Regional Coordination Kicked-Off: County Housing Partnership Framework Conversation

✓ Housing Action Plan Framework Drafted: Vision, Principles, Goals

✓ Community Engaged: Kicked off outreach efforts, surveys conducted, more to come!
# Parallel Timelines

| OCT 2021 | NOV | DEC | JAN 2022 | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT |
|----------|-----|-----|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|

## Ketchum Housing Action Plan

<table>
<thead>
<tr>
<th>Survey and Research</th>
<th>Task Force Meetings and Action Planning</th>
<th>Work to Implement Action Plan</th>
</tr>
</thead>
</table>

## Local Option Tax for Community Housing

<table>
<thead>
<tr>
<th>OCT: City Council Direction</th>
<th>MAR 18: Ballot Language Due</th>
<th>MAY: Decision before voters</th>
</tr>
</thead>
</table>

## Regional Partner Conversations/ARPA

<table>
<thead>
<tr>
<th>County ARPA funds designated for housing</th>
<th>Countywide Conversation on Regional Partnership</th>
<th>Create structure and agreements for Regional Partnership?</th>
<th>Apply to County for project funding</th>
</tr>
</thead>
</table>

## Housing Development Projects

<table>
<thead>
<tr>
<th>(Manage existing projects in development)</th>
<th>APRIL: Developer RFPs</th>
<th>MAY: Identify Proposal</th>
<th>AUG: IHFA Funding Applications Due</th>
</tr>
</thead>
</table>
## Coordinating Roundtable Worksheet

<table>
<thead>
<tr>
<th>Who</th>
<th>Potential Project Priorities</th>
<th>Timeframe</th>
<th>Feedback/Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ketchum City Council</strong></td>
<td>▪ LOT language and election&lt;br&gt;▪ Housing Action Plan&lt;br&gt;▪ Approval&lt;br&gt;▪ Sponsoring Valley coordination&lt;br&gt;▪ Leadville lot&lt;br&gt;▪ Downtown parking plan</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Planning and Zoning Commission</strong></td>
<td>▪ Establish minimum density requirement in multi-family, tourist and community core zoning districts&lt;br&gt;▪ Eliminate or reduce minimum lot size in residential zoning districts&lt;br&gt;▪ Permit multi-family development to occur in all residential zoning districts, including single-family zones</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Ketchum Urban Renewal Agency</strong></td>
<td>▪ Prepare request to develop First St. &amp; Washington Ave. property&lt;br&gt;▪ Purchase property for future housing development&lt;br&gt;▪ Contribute funding towards deed restricted housing projects</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Joint Work Session

• What’s next?
• Meet again?
• Send any ideas or questions to:
  cconnelly@ketchumidaho.org

Housing Matters Initiative:
Update & Coordination Session

THANK YOU!